

Substitute Form PTO-1449 (Modified)	U.S. Department of Commerce Patent and Trademark Office	Attorney's Docket No. 16113-0760001	Application No. 10/649,585
Information Disclosure Statement by Applicant (Use several sheets if necessary)		Applicant Yingwei Claire Cui et al.	
		Filing Date August 27, 2003	Group Art Unit 3622
(37 CFR §1.98(b))			

U.S. Patent Documents							
Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
	A1	6,026,368	02/15/2000	Brown et al.			07/17/1995
	A2	6,167,382	12/26/2000	Sparks et al.			06/01/1998
	A3	6,401,075	06/04/2002	Mason et al.			02/14/2000
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	A5	5,948,061	09/07/1999	Merriman			10/29/1996
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	A7	5,724,521	03/03/1998	Dedrick			11/03/1994
	A8	5,740,549	04/14/1998	Reilly et al.			06/12/1995
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	A13	6,269,361	07/31/2001	Davis et al.			05/28/1999
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	A15	95/001,073		Reexamination of Stone et al.			09/30/2004
	A16	95/001,061		Reexamination of Stone et al.			09/03/2002
	A17	95/001,069		Reexamination of Dean et al.			07/11/2002
	A18	95/001,068		Reexamination of Stone et al.			12/07/2002

Foreign Patent Documents or Published Foreign Patent Applications								
Examiner Initial	Desig. ID	Document Number	Publication Date	Country or Patent Office	Class	Subclass	Translation	
							Yes	No
	B1	WO 97/21183	06/12/1997	WIPO				In English

Examiner Signature	Date Considered
EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

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Other Documents (include Author, Title, Date, and Place of Publication)		
Examiner Initial	Desig. ID	Document
	C1	AdForce, Inc., A Complete Guide to AdForce, Version 2.6, 1998
	C2	AdForce, Inc., S-1/A SEC Filing, May 6, 1999
	C3	AdKnowledge Campaign Manager: Reviewer's Guide, AdKnowledge, August 1998
	C4	AdKnowledge Market Match Planner: Reviewer's Guide, AdKnowledge, May 1998
	C5	Ad-Star.com website archive from www. Archive.org, Apr. 12, 1997 and Feb 1, 1997
	C6	Baseview Products, Inc., AdManagerPro Administration Manual v. 2.0, December 1998
	C7	Baseview Products, Inc., ClassManagerPro Administration Manual v. 1.0.5, February 1, 1997
	C8	Business Wire, "Global Network, Inc. Enters Into Agreement in Principle With Major Advertising Agency," Oct. 4, 1999
	C9	Information Access Technologies, Inc., Aaddzz brochure, "The Best Way To Buy And Sell Web Advertising Space," © 1997
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	C11	Zeff, R. et al., Advertising on the Internet, 2nd Ed., John Wiley & Sons, 1999
	C12	Dedrick, R., Interactive Electronic Advertising, IEEE, 1994
	C13	Dedrick, R., A Consumption Model for Targeted Electronic Advertising, Intel Architecture Labs, IEEE, 1995
	C14	Request for Reexamination of U.S. Patent No. 7,240,025 B2, Control No. 95/001,073
	C15	Request for Reexamination of U.S. Patent No. 6,446,045 B1, Control No. 95/001,061
	C16	Request for Reexamination of U.S. Patent No. 7,249,059 B2, Control No. 95/001,069
	C17	Request for Reexamination of U.S. Patent No. 6,829,587 B2, Control No. 95/001,068

Examiner Signature /Arthur Duran/	Date Considered 09/17/2009
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